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The DeBeer’s Forever Mark Difference

Forevermark is a division of De Beers, one of the most well-known diamond brands in the world. Forevermark diamonds are known for their exceptional quality and responsible sourcing. Less than 1% of the world's naturally occurring diamonds are fine enough to become a Forevermark stone. These diamonds undergo a stringent selection process that goes beyond the traditional 4 C's of cut, color, carat, and clarity.

Forevermark diamonds are also inscribed with a unique identification number, which is only 1/20th

of a micron deep and found on the table facet of the diamond. This inscription is part of the brand's promise of quality and authenticity.

In essence, Forevermark diamonds are celebrated for their beauty, rarity, and ethical sourcing, making them a popular choice for those seeking high-quality and responsibly sourced diamonds.